

Federal City Performing Arts Association

Board of Directors Meeting Minutes

Wednesday, March 19, 1996

2801 M St, NW, Washington, DC

DIRECTORS: Present: Cohen, de Keyser, Eadie, Dorr, Gerard, Greenwald, Madigan, Peirce,
Perkins, Rosen, Wheeler, Weeks, York.
Absent: none.

STAFF: Holloway, McClelland, Monell.

GUESTS: David Akridge, Steve Herman, Henry Salevsky, Mike Ziskind.

I. Call to Order

Meeting Called to Order at 7:00 pm by Wheeler.

II. Approval of Minutes

Greenwald moved, Gerard seconded, to approve the January 24th and the February 21st Board Minutes as presented.

Unanimous in Favor (Cohen, Dorr, Madigan, & Weeks not present). Minutes approved.

III. Business Manager's Report

McClelland presented the Month Eight (February) closing report. Significant highlights included:

- ▼ Ticket revenue continues to lag behind projections and Year-to-date (YTD) revenues are more than \$12,000 below budget;
- ▼ YTD total concert related revenues are on par with this month last year, indicating that the projected increases over last year have not occurred;
- ▼ Other revenues also lag significantly behind budget as well as last year, most notably in special performances, merchandising sales, CD sales, and fundraising;
- ▼ YTD total revenues are over \$22,000 below budget and over \$13,000 below this month last year;
- ▼ YTD expenditures are approximately on budget, with overages in other expenses offset by under spending in concert-related areas;
- ▼ Bottom-line: YTD actuals are almost \$22,000 worse than budgeted, meaning a deficit of approximately \$52,000 for the year (including the planned \$30,000 deficit).

Perkins moved, Gerard seconded, to approve the report as presented.

Unanimous in favor (Cohen & Madigan not present). Report approved.

IV. Budget Call for FY 1997

McClelland distributed the forms for the fiscal year 1997 budget preparation and answered questions regarding their completion. Forms were requested back to McClelland by the April board meeting.

All departments were requested to provide the back-up calculations and assumptions behind their budget requests and projections. Peirce detailed a few examples and answered questions concerning assumptions and definitions.

V. Video Project Subcommittee Report

Henry Salevsky presented the committee's response to concerns raised by the Board at its December 13th meeting. Significant highlights included:

- ▼ The committee is proposing only a 12-minute promotional/marketing video at this time, with the possibility of incorporating footage taped for this project being incorporated into a longer project later;
- ▼ Creative control of the project rests with the committee, who, in coordination with the Executive Director, will address concerns and issues involving the marketing, fund raising, and music committees;
- ▼ Fund raising will be coordinated with other, ongoing efforts to ensure the targeting of new money;
- ▼ Anguiano Productions is the proposed contractor for taping, editing, and producing the project.

Lengthy discussion was held regarding the proposal, its timing, the costs, and its impact on both the chorus and marketing/fundraising efforts. Highlights included:

- ▼ Copyright for the project would rest with GMCW/FCPAA;
- ▼ Costs for videotaping the Summer Showcase are between \$8,000 and \$9,000;
- ▼ Project would be phased, with various components taped, edited, produced, etc, as funds are raised;
- ▼ Committee is looking to attract corporate sponsorship of the project after obtaining Board commitment to the project;
- ▼ Synchronization rights, copyright fees, etc., need to be included in budgets;
- ▼ Life expectancy of video to be addressed in planning process;
- ▼ A dedicated fund within FCPAA be established for the project and the project be operated outside the general operating fund of the organization;
- ▼ Concerns raised about the impact on the members, ability for members not to be on tape, motivation and time commitments.

Cohen moved, Dorr seconded, to approve the Video Committee as a formal committee of FCPAA, to approve the promotional video project, to authorize the committee to raise funds for the project, to direct the committee to take into consideration and review all the issues raised by the Board, and to operate under the general supervision of the Executive Director.

Ten in favor, one against, two abstentions. Motion approved.

VI. Special Concert on Columbus Day Weekend with Holly Near

Monell presented a proposal for a "GMCW Presents" concert with Holly Near. Discussion included:

- ▼ The weekend will be a large "gay" weekend with the Names Project quilt display, PFLAG conference, candle-light vigil, and the AIDS Healing Service at the Cathedral;
- ▼ Great opportunity to try a new fundraising project - the headliner concert concept - while tapping into high visibility weekend;
- ▼ Expected revenues will be budgeted conservatively and project will be incorporated into FY97 budget process.
- ▼ Concern raised about the increasing level of time commitment required from Chorus members;

Dorr moved, Perkins seconded, to approve a "GMCW Presents" concert with Holly Near on the Columbus Day weekend, 1996, as a required performance for members.

Twelve in favor, one abstention. Motion approved.

VII. Music Director's Report

Holloway presented his report. Significant highlights and discussion points included:

- ▼ Campaign Crazy in final production and moving along smoothly;
- ▼ Summer Showcase planning is being coordinated with director's of visiting choruses;
- ▼ A brainstorming session about touring Europe (possibly in conjunction with the '98 Gay Games) will be held by Holloway on March 31;
- ▼ Columbus Day weekend will be a "chorus weekend" with the Holly Near concert, and probable invitations to sing at a GALA event (probably for the Chamber Choir), the AIDS Healing Service (whole chorus), and the PFLAG convention opening ceremony (whole chorus);
- ▼ Turtle Creek Choral is sponsoring an event in New York at Carnegie Hall on Memorial Day, 1997, and is asking for participants. The special, combined chorus will sing the same piece being sung by the combined chorus at the Columbus Day GALA event. Members who sing in that concert and know that music would be able to pay their own way and attend the NY event in May.

VIII. Policy Establishment Regarding Use of "Out Terms" on Mailings

Lengthy discussion was held. It was noted that while current practice of the organization is to not use "out terms" on the outside of mailings to members or those on our mailing lists, no such formal policy exists. The Marketing committee is seeking clarification on such a policy before proceeding with implementing strategies for upcoming performances. Board members noted that most of them had received input from many members about this issue in the last few weeks and would be drawing upon those conversations during the meeting.

Most Board members expressed support of the concept of using "out terms" on the outside of mailings as a positive statement of who we are and that we are a visible part of the gay movement but there was much disagreement over the implementation of such a change in policy. Most of the discussion focused on how such a change in practice would affect individuals who would receive such mailings and how to implement such a change.

Significant highlights of the discussion included:

- ▼ Mail-lists of the organization have been obtained via multiple methods, including asking members for names of friends, relatives, and work associates, using survey responses, raffles, and ticket purchases;
- ▼ Viability of operationalizing and maintaining our mailing lists with additional segmentation to facilitate multiple mailings and targeted marketing;
- ▼ Considerable discussion was held regarding the use of "fair warning" and how that could assist in implementing a change in practice;

Cohen moved, Eadie seconded, to move to a system of dual mailings after providing fair warning in the next two mailings under the current practice.

Motion withdrawn.

Peirce moved, Cohen seconded, (1) to establish a policy of not using out terms on the outside of mailings and (2) to direct the Marketing Committee to develop a plan of how to move toward the use of out terms on mailings during the next fiscal year.

Unanimous in favor. Motion approved.

IX. Marketing Committee Report

Cohen presented the Marketing Committee report. Significant highlights included:

- ▼ Participation at the pride day Freedom Festival;
- ▼ The printing of note cards for sale at Pride Day, GALA V, area stores, and other venues.

Perkins moved, Weeks seconded, to authorize the Marketing Committee to negotiate with One in Ten for participation in Pride Day in accordance with the outline presented by the Committee, with the last paragraph deleted.

Unanimous in favor. Motion approved.

Cohen moved, York seconded, to spend an amount not to exceed \$2,000 for the printing of note cards with the CD art on the front.

Unanimous in favor. Motion approved.

X. Executive Director's Report

Monell directed attention to his report distributed at the meeting and asked to be contacted if anyone had any questions.

XI. President's Report

This item was tabled until the next meeting.

XII. Extension of Current Board Terms Through GALA Festival V

It was noted that past practice has been for board terms be extended through GALA festivals to allow for continuity in leadership during the festival and to ensure the Board is not in the middle of transition should quick decisions be made during the festival.

Eadie moved, Gerard seconded, to extend the terms of the current Board through the 15th of July. Unanimous in favor. Motion approved.

XIII. New Business

- ▼ New Printer for Support Section:
Considerable discussion was held regarding the need for a printer at New York Avenue. The justification for a new printer was to provide the support section with a means to produce mailing labels and name badges on location on Sunday nights.

Dorr moved, York seconded, to expend \$1,080 in capital funds for a new printer. One in favor, Twelve opposed. Motion failed.

- ▼ Thank you letter to Auction Committee for the Capital Club Auction:

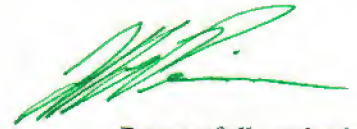
Dorr moved, Greenwald seconded, to direct the Secretary to draft and send a letter to the Capital Club and Auction Committee expressing the thanks and gratitude of the Board for a delightful social event and successful financial event.

Unanimous in favor. Motion approved.

XIV. Adjournment

There being no further business,

York moved, Gerard seconded, to adjourn the meeting.
Unanimous in favor. Meeting adjourned at 9:43 pm.



Respectfully submitted,
Jeffrey R. Peirce, Secretary, FCPAA